

SPRING is here with its freshening influence. Birds and flowers rejoice. The air is clear and housewives are beginning to think of cleaning time--think of personal fixings, too--for self for the family. There's plenty to give thanks for in the Spring time. Come here and note the splendor of the new stocks.

OUR OPENING AN UNPRECEDENTED SUCCESS.

Magnificent Market of Modern Merchandise!! Goods that You Want!! Prices Just Right!! Cheaper to Come and Buy than to Stay Away and go Without!



SPRING MILLINERY.

The very first thing a rational woman thinks of. IT is here. THE particular head adornment YOU want. The creations of metropolitan artists. Paris patterns right here for you to look at and to wear. THE LATEST! THE BEST! THE BRIGHTEST!

SOME PRICES.

Mother Goose, one of the Latest Ready to Wear Street Hats, for **\$2.25**
The Colonial Ready to Wear Hat for **\$2.50**
Children's Sailors From **65c to \$1.50**

OTHERS IN PROFUSION.



DRESS GOODS.

Here are some neat and almost unique things in seasonable patterns. Plain and fancy Mohairs, all the rage, at 75c and 50c a yard. Melrose and Granites Shepherd Checks, very popular, in the different cloths.

DRESS GOODS.



FETCHING FABRICS.

The newest novelties from the looms of the designers. The very cream of new weaves for this season. Voiles, plain and mixed are again in demand. A matchless array of styles and values in wash fabrics for Suits & Shirt Waists. Linens in the various shades. White Dress Linen 90 inches wide.



Shirt Waists

All Ready and All Right. Not a poor one in the store.

Madras Shirt Waists in figures, 50c
Waists in White and Black,
Beauties, at \$2.25, \$1.50, \$1, & 75c

Women's Neckwear!

Just a little different from the ordinary sort.

Newest thing in Collar & Cuff Sets.
Novelties in Belts and Purses.
Prevailing Styles, Popular Prices.

Skirts, Skirts.

Bright, New, Natty and Novel.

They come in all the new skirt materials.

PETTECOATS--Full line in Silks and Mercerized effects



Hosiery

Haul For All

100 Dozen Dixie

Men's, Women's and Children's Samples, bought at a price that enables us to sell them less than wholesale price. Don't miss this



Men's Half Hose; regular 10c value, per pair for **5c**
Men's Half Hose; regular 15c value, per pair for **10c**
Men's Half Hose; regular 25c value, per pair for **15c**
Ladies' Hose; regular 15c value, per pair for **8 1/2c**
Ladies' Hose; regular 25c value, per pair for **15c**
Ladies' Hose; regular 40c value, per pair for **25c**

House Furnishing Carpets, Mattings, Etc., Etc.

A Top o' the Heap Stock at less than other place.

Men's Modish Trappings.

Got to have a New Tie or shomething? Get it here and yoo'll get it right.

Shirts--THAT LOOK WELL, FIT WELL, WEAR WELL



Shoes. Mostly Those

BELONGING TO

"The First Footwear

Family of the West."

"Alway Just Correct"

Clover Brand.

The Oxford season is on. See our Unrivald Display of Styles in Tans, Patent Leather and Vici.

You Can't Resist Buying.



Extra Special.

Sale of Shoe Laces!

A COUPON WITH EVERY PAIR OF LACES AND

A Pair of \$3.50 SHOES FREE!

You Select Your Own Shoes From Our Stock.

Ask Us About It.

LET US "STRING" YOU.

CLOTHING



As up to the Minute As in Can be Made.

Dress up for Easter. Extraordinary values in Spring Clothing for Men and Boys. Best line of Men's Suits ever shown for

\$12.50, \$10 and \$8.50.



Call on Us

The Lopez Store Company.

Ironton, Mo.